



REQUEST FOR PROPOSALS #22-013

GENERAL PLANNING AND TECHNICAL SERVICES CONSULTING

Atlanta-Region Transit Link Authority (ATL)

245 Peachtree Center
Avenue, Suite 2200
Atlanta, GA 30303

Schedule of Events

Release RFP	February 22, 2022
Deadline for Proposer Written Questions	March 11, 2022, 2:00 PM
ATL Responses to Written Questions	March 18, 2022,
PROPOSAL SUBMISSION DEADLINE	March 24, 2022, 2:00 PM
Presentation/Interviews (If Appl., Times TBD)	April 18-21, 2022
Notice of Intent to Award	April 26, 2022
Notice of Contract Award (target)	May 4, 2022



Table of Contents

1. General Information	Error! Bookmark not defined.
1.1 Purpose of Procurement	Error! Bookmark not defined.
1.2 About the ATL	5
1.3 Type and Term of Contract	6
1.4 Solicitation Schedule	6
1.5 Contact Information and Restrictions on Communications	7
2. Solicitation Terms and Conditions/Instructions to Proposers	7
2.1 Deadline for Submission of Proposals/Late Proposals	7
2.2 Format of Proposals	7
2.3 Location for Submission of Proposals/Methods of Delivery	8
2.4 Questions	9
2.5 Amendments to Solicitation (Addenda)	9
2.6 Single Response to Solicitation	10
2.7 Confidential/Proprietary Information	10
2.8 Reserved Rights	11
2.9 Protest Procedures	13
2.10 Minority Business Participation	13
2.11 Ethical Standards	13
2.12 ADA Guidelines	14
2.13 Contractual Relationships	14
2.14 Small Business Participation	14
2.15 Proposal Withdrawal and/or Revision Following Submission	15
2.16 Proposer Conflicts of Interest	15
2.17 Contractual Provisions	16
2.18 Registered Lobbyists	16
2.19 Responsibility for Compliance with Legal Requirements	16

2.20 Conditional Proposals	16
2.21 Period that Proposals Remain Valid.....	16
2.22 ATL’s Right to Request Additional Information-Contractor Responsibility.....	17
2.23 Sales and Use Taxes.....	17
2.24 Proposal Preparation Costs	17
2.25 Placeholders.....	17
3. Required Proposal Contents (Deliverables).....	Error! Bookmark not defined.
3.1 Complete Proposal Checklist.....	Error! Bookmark not defined.
3.2 Proposal Letter	Error! Bookmark not defined.
3.3 Acknowledgement of Addenda to RFP.....	Error! Bookmark not defined.
3.4 Proposer Information Form.....	Error! Bookmark not defined.
3.5 Proposer Certifications	Error! Bookmark not defined.
3.6 Project Team Structure, Experience, and Service Category Approach.....	Error! Bookmark not defined.
3.7 Past Performance	Error! Bookmark not defined.
3.8 Price Proposal (NOT APPLICABLE)	Error! Bookmark not defined.
3.9 Contract Affidavit under O.C.G.A § 13-10-91(b)(1)	20
3.10 Subcontractor Affidavit under O.C.G.A. § 13-10-91(b)(3).....	20
3.11 Subcontractors and DBEs	21
3.12 Certification Regarding Suspension and Debarment	21
3.13 Certification Regarding Lobbying	21
3.14 Non-Collusion Affidavit	21
3.15 Anti-Boycott, Divestment and Sanctions Against Israel Certification.....	21
3.16 Statement of Responsibility	21
3.17 Sales and Use Tax Compliance Form	21
4. Proposal Evaluation and Contract Award	Error! Bookmark not defined.
4.1 Evaluation Committee.....	Error! Bookmark not defined.
4.2 Evaluation and Award Process.....	Error! Bookmark not defined.
4.2.1 Evaluation of Proposals by the Issuing Officer	Error! Bookmark not defined.
4.2.2 Evaluation of Proposals by the Evaluation Committee.....	Error! Bookmark not defined.
4.2.3 Scoring of Proposals by the Evaluation Committee.....	Error! Bookmark not defined.
4.2.4 Total Combined Score	Error! Bookmark not defined.
4.2.5 Best and Final Offer	24
4.2.6 Notice of Intent to Award and Notice of Award	24
SCOPE OF SERVICES.....	Error! Bookmark not defined.



REQUEST FOR PROPOSALS

GENERAL PLANNING AND TECHNICAL SERVICES CONSULTING

ATL SOLICITATION #22-013

1. GENERAL INFORMATION

1.1 PURPOSE OF PROCUREMENT

The ATL is issuing this Request for Proposals (RFP) to professional multi-disciplinary consultant firms, hereinafter referred to as “the Consultant” or “Proposer,” for General Planning and Technical Services for an envisioned potential four (4) year period to support programs in Service Categories across the Authority, generally in the following scope areas:

- Funding, Finance, and Administration
- General Planning and Conceptual Design
- Operations and Innovation
- Research and Policy
- Other Related Planning and Technical Services, as appropriate

1.2 ABOUT THE ATL

The Atlanta-Region Transit Link Authority, hereinafter referred to as “The ATL,” was created by the Georgia Legislature in 2018 under O.C.G.A § 50-39-3 to serve as a regional transit planning, funding, and policy oversight authority. Its primary purpose is to provide a more seamless customer experience, better connecting multiple transit systems operating in the 13-county ATL region. The ATL is comprised of 10 Districts that were intentionally drawn to extend across county jurisdictional boundaries to support proactive transit planning and coordination activities that advance a more seamless, regional transit system.

In 2021, the ATL reached new milestones in its history having completed its second-ever Priority Investment List submission to the Georgia General Assembly and Governor’s Office of Planning and Budget, completed its third Annual Report and Audit, and having launched a new project database system, TrackATL. The ATL is also well-underway with a more sophisticated ATL Regional Transit Plan, a regional trip-making application (ATL RIDES), a regional co-branding effort, the second phase of a regional fare policy initiative, and several local technical assistance efforts. The ATL seeks consultant support to enhance and advance this burgeoning work program, ensuring this work program aligns with the ATL’s six governing principles and five key functions.

Governing Principles: The ATL's six Governing Principles are the foundational values that guide our efforts to bring metro Atlanta closer together through a unified transit system.



Five Key Functions: While the ATL plays a variety of roles in collaboration with all our partners, there are five key functions that are central to the ATL's strength and purpose.



1.3 TYPE AND TERM OF CONTRACT

By issuance of this RFP, the ATL is publicly soliciting interested firms specializing in some or all the services described herein. The ATL envisions a potential award of up to three consultants per Service Category to enter into a Basic Ordering Agreement whereby the consultant is prequalified to compete for Task Orders on an “as needed” and “as requested” basis. The number of awarded consultants may vary, however. Each task order may vary in its size and scope. The contract is currently planned to be for a period of four (4) years (“Initial Term”) with up to two (2) renewal options of one (1) year each. The successful consultant will be required to demonstrate that it possesses the necessary expertise in-house to perform a significant portion of its proposed scope, and that it has the ability to acquire additional expertise through sub-consulting agreements, if such sub-consulting is proposed and determined necessary.

The Consultant shall perform all necessary services provided under the prospective contract within and in support of the ATL Service Categories and planning partner jurisdictions. **No tasks envisioned by the prospective contract will constitute final designs or other professional engineering services in the scope of this contract.** The performance of architectural design, structural engineering, mechanical engineering, electrical engineering, civil or other professional engineering services of the work shall be accomplished and/or reviewed and approved by architects or engineers registered to practice in the professional disciplines, and/or as otherwise pursuant to official engagement with the jurisdiction in which the project being designed will be constructed.

1.4 SOLICITATION SCHEDULE

The Schedule of Events set out herein represents the ATL’s estimate of the schedule that is planned to be followed. However, delays to the procurement process may occur which may necessitate adjustments to the proposed schedule. If a component of this schedule is delayed, the Schedule of Events may be shifted as appropriate and at the ATL’s discretion. Any changes to the Schedule of Events up to the Proposal Submission Deadline will be posted to the ATL website at <https://atltransit.ga.gov/doing-business-with-atl/>, and in appropriate NIGP Code categories on the Georgia Procurement Registry website at http://ssl.doas.state.ga.us/PRSapp/PR_index.jsp. It is the responsibility of interested respondents to stay updated by checking the website(s) for information and addenda. After the Proposal Submission Deadline, the ATL reserves the right to adjust the remainder of the proposed dates, including the dates for evaluation, award and the Contract term on an as-needed basis with or without notice. The following schedule of events shall be followed unless so adjusted:

Release RFP	February 22, 2022
Deadline for Proposer Written Questions	March 11, 2022 2:00 PM
ATL Responses to Written Questions	March 18, 2022
PROPOSAL SUBMISSION DEADLINE	March 24, 2022 2:00 PM
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1.5 CONTACT INFORMATION AND RESTRICTIONS ON COMMUNICATIONS

From the date of issuance of this solicitation, and until the date of Contract award or Procurement cancellation by ATL, Proposers are not allowed to communicate for any reason with any ATL (or relevant participant stakeholders of the procurement) regarding this procurement or scope herein. All Proposer communications concerning this solicitation shall be directed to the Issuing Officer as prescribed herein. Prohibited communication includes all contact or interaction regarding this solicitation, including, but not limited to, telephonic communications, emails, faxes, letters, texts, or personal meetings. Unauthorized contact regarding this solicitation may result in disqualification.

All inquiries, offers, submissions, and/or other correspondence regarding this solicitation (excluding protests submitted in accordance with Part 1, Section 2.9 below) must be directed in writing to:

Richard Sawyer, Issuing Officer
Atlanta-region Transit Link Authority
245 Peachtree Center Avenue NE
Suite 2200 Atlanta, GA 30303
Email: rsawyer@srta.ga.gov

2. SOLICITATION TERMS AND CONDITIONS/INSTRUCTIONS TO PROPOSERS

2.1 DEADLINE FOR SUBMISSION OF PROPOSALS/LATE PROPOSALS

Proposals submitted in response to ATL RFP No. 22-013 must be received by ATL no later than **2:00 p.m. (EST) on March 24, 2022** to ensure that they are evaluated for Contract award by the Evaluation Committee for this procurement. Proposals received after the submission deadline will not be evaluated.

2.2 FORMAT OF PROPOSALS

Each Proposer shall submit seven (7) copies of its technical proposal, inclusive of one (1) original and six (6) identical paper copies, and one (1) electronic copy on USB drive. The technical proposal shall consist of all offer documents and supporting documentation requested in the RFP ("Technical Proposal"). The Offer documents #1 through #17 are being provided in conjunction with issuance of this RFP. Note- a **Document 8- Price Proposal is NOT REQUIRED as it is not applicable for this RFP phase.** The Technical Proposal shall be submitted in a sealed envelope and clearly marked "Technical Proposal" with the Proposer name, ATL Solicitation Number and Proposal Submission Deadline on the exterior of the envelope. The "original" paper copy of the Technical Proposal must be unbound. The USB drive shall contain electronic file copies of all complete, signed Offer Documents that are submitted in paper copy format.

Each Proposer shall also submit seven (7) copies, inclusive of one (1) original and six (6) identical paper copies with the Proposer name, ATL Solicitation Number and Proposal Submission Deadline on the exterior of the envelope.

The Technical Proposal must be submitted to the Issuing Officer by the Proposal Submission Deadline for the Proposer's submission to be eligible for evaluation and consideration for Contract award. All paper copies must be clearly marked as being either "Original" or "Copy" as applicable. Electronic copies, submitted on a USB drive, must be submitted in Portable Document Format (PDF), Microsoft Word, and/or Microsoft Excel formats, as applicable. In the event of a discrepancy between a hard copy and electronic versions, the original hardcopy version will govern.

If a Proposer submits an affidavit referred to in Section 2.5 (Confidential/Proprietary Information), one (1) separate electronic copy in searchable PDF format on one or more USB flash drives of its proposal labeled "ATL Solicitation No. 22-013 [Proposer Name] [Copy of Non-Confidential Portion of Proposal]" that excludes any records attached to such affidavit with no file to exceed 50MB.

All proposals must be prepared and submitted in accordance with the proposal format and content requirements specified in Section 3 below. Proposals must be typed. The included required forms may be completed by using the free Adobe Reader software available at <http://get.adobe.com/reader/>. Proposals must be typed in English and all pricing (if applicable), if applicable, must be provided in US dollars and exclude federal excise taxes as well as any applicable state of local sales and use taxes.

The ATL is exempt from Federal excise taxes; no payment will be made for any taxes levied on Proposer's employee's wages. The ATL is also exempt from State of Georgia and local sales and use taxes. The ATL shall furnish tax exemption certificates, upon request, to the successful Proposer. As a condition of submission responsiveness, all offer documents that require the signature of Proposer must be signed. Any Contract award resulting from this solicitation shall bind the Proposer to all of the terms, conditions, and specifications set forth in this RFP, unless otherwise mutually agreed.

2.3 LOCATION FOR SUBMISSION OF PROPOSALS/METHODS OF DELIVERY

Proposals must be submitted exclusively to the Issuing Officer at the address noted in Section 1.5. It is the sole responsibility of the Proposer to ensure that its proposal is successfully delivered to ATL by the specified date and time. ATL is not responsible for late or lost deliveries of proposals, for whatever reason. Proposals that are submitted by hand delivery or delivery by U.S. Postal Service or private courier/delivery service must be delivered to the administrative office located at 245 Peachtree Center, Suite 2200, Atlanta, GA 30303. The ATL's physical address and mailing address are the same.

All envelopes, packages, and/or boxes (including all envelopes, packages, and/or boxes submitted within a larger envelope, package, or box) containing proposals, USB drive(s), and other/all requested deliverables must be clearly marked with the following identifier on the outside of the envelope, package or box:

**“Proposal in response to ATL Solicitation No. 22-013:
RFP for General Planning and Technical Services Consulting
March 24, 2022 2:00 p.m. (EST)
ATTN: Richard Sawyer, Issuing Officer
To be opened by addressee only.”**

Failure to clearly mark all envelopes, packages, and/or boxes as specified may result in the proposal being discovered and/or opened late. ATL is not responsible for proposals discovered and/or opened late due to Proposer’s failure to mark the proposal as specified. Proposals received after the Proposal Submission Deadline, due to late delivery or late discovery due to Proposer’s failure to mark the proposal as specified, may result in the ATL disqualifying the proposal from consideration for Contract award.

2.4 QUESTIONS

Questions regarding the RFP must be submitted in writing, via e-mail, by 2:00 p.m. (EST) on **March 11, 2022**. Written questions must be submitted to the attention of the Issuing Officer identified in Section 1.5 above.

The Contract that the ATL expects to award as a result of this RFP will be provided as Part 3 of this RFP, either upon issuance of the RFP, or later in the RFP process. Therefore, all costs associated with complying with the requirements of the Contract shall be included in any pricing (if applicable) submitted by the Proposer, if applicable.

Please review the Contract and submit any and all questions, clarifications and recommendations to the Issuing Officer by the deadline date and time specified in this RFP. All questions, clarifications, and recommendations must be submitted using Attachment A-Questions Template.

Should there be any changes made to the Contract as a result of requests received, the ATL shall post an updated Contract via formal addendum to the RFP. Absent the issuance of a formal addendum containing an updated Contract, Proposers should presume the Contract terms and conditions as provided in the Part 3-Contract.

Answers to questions received by the applicable deadline will be posted to both the Georgia Procurement Registry website at http://ssl.doas.state.ga.us/PRSapp/PR_index.jsp and the ATL website at <https://atltransit.ga.gov/doing-business-with-atl/>. It is the sole responsibility of the Proposer to make itself aware of ATL’s responses to written questions the Proposer has submitted. Responses to questions are provided as information only and do not in any way alter the contents of the solicitation inclusive of the Scope of Services, the remainder of the RFP documents, or the Contract. Revisions to the solicitation or to the Contract shall be made only via formally issued addenda. Only such written addenda posted online shall constitute revisions to the solicitation.

2.5 AMENDMENTS TO SOLICITATION (ADDENDA)

The ATL reserves the right to revise or amend the RFP up to the time set for the submission of proposals. Such revisions and amendments, if any, shall be announced by written addenda to the RFP. If an addendum significantly changes the RFP, the date set for the submission of proposals may be postponed by such number of days that the ATL, in its sole opinion, believes is sufficient to enable potential Proposers to address the revised RFP requirements in their proposals. In any case, the proposal submission deadline shall be at least three (3) business days after the last addendum, and the addendum shall include an announcement of the new date, if applicable, for the submission of proposals. Upon issuance, addenda will be considered part of the RFP and will prevail over inconsistent or conflicting provisions contained in the original RFP. Changes to the RFP will be made in writing via formally issued addenda.

The ATL will not be responsible for a potential Proposer failing to receive notification of the availability of addenda. EACH PROPOSER IS INDIVIDUALLY RESPONSIBLE FOR REVIEWING ADDENDA AND ANY OTHER POSTED DOCUMENTS AND MAKING ANY NECESSARY OF APPROPRIATE CHANGES AND/OR ADDITIONAL TO THE PROPOSER'S RESPONSE PRIOR TO SUBMISSION. It is the sole responsibility of each potential Proposer to check the ATL and Georgia Procurement Registry websites daily for addenda.

Proposers shall acknowledge receipt of all addenda by completing and submitting Offer Document #3 (Acknowledgement of Addenda), included in this RFP, as part of its proposal. As with other required documentation, proposals that fail to reference receipt of addenda by inclusion of Offer Document #3 (Acknowledgement of Addenda) may be excluded from consideration for a Contract award.

2.6 SINGLE RESPONSE TO SOLICITATION

If only one proposal is received in response to this RFP from a single eligible finalist, a detailed cost analysis of the single proposal may be requested of the single Proposer. A cost analysis, evaluation, and/or audit of the proposal may also be performed by ATL in order to determine if the proposal price (if applicable) is fair and reasonable. If ATL determines that a cost analysis is required, the single Proposer must be prepared to provide, upon request, detailed summaries of estimated costs (i.e., labor, equipment, supplies, overhead costs, profit, etc.) and documentation supporting all cost elements.

2.7 CONFIDENTIAL/PROPRIETARY INFORMATION

Any and all materials submitted in response to this RFP are subject to public inspection, pursuant to the provisions of O.C.G.A. § 50-18-70 et seq., Georgia's Open Records Act, upon completion of the RFP process. Each Proposer will be responsible for clearly identifying and labeling any records contained in its proposal as "trade secret" that the proposer has reasonably determined meet the definition of "trade secret" under Section 10-1-761(4) of the Georgia Code and that the proposer wishes to be exempt from disclosure under Section 50-18-72(a)(34) of the Georgia Code or any other applicable law. The Proposer must attach to its proposal an affidavit affirmatively declaring that specific information in the Records constitutes trade secrets pursuant to Article 27 of Chapter 1 of Title 10 of the Georgia Code.

If the ATL receives a request for public disclosure of all or any portion of the materials identified as "trade secrets" in a proposal in accordance with this RFP, before producing such records in response to such request, the ATL shall notify the Proposer of its intention to produce such records. If the ATL decides that the specifically identified information does not in fact constitute a trade secret, it shall notify the Proposer of its intent to disclose the information within ten (10) days unless prohibited from doing so by an appropriate court order. If the Proposer wishes to prevent disclosure of the requested Records, the Proposer may file an action in Fulton County Superior Court to obtain an order that the requested records are trade secrets exempt from disclosure. The Proposer shall serve the requestor with a copy of its court filing. If the ATL decides that the specifically identified information does constitute a trade secret, ATL shall withhold the records, and the requester may file an action in Fulton County Superior Court to obtain an order that the requested records are not trade secrets and are subject to disclosure.

Proposers are advised that their designation as "trade secret" will not be binding on the ATL or determinative of any issue relating to confidentiality. The ATL will not accept blanket designations that do not clearly identify information and materials that are "trade secrets". The ATL may, in its sole discretion, and subject to compliance with the Open Records Laws and other applicable law, treat the whole of the relevant Section(s)/document(s) that are subject to such a blanket designation as subject to disclosure pursuant to the Open Records Laws.

All material submitted regarding the RFP becomes the property of ATL. Any activity pursuant to this RFP by any Proposer is governed by all applicable laws, including without limitation, Georgia and Federal antitrust laws. The ATL is not responsible to return to a Proposer any or all of the proposal or other information furnished by that Proposer.

In no event will the State, ATL, SRTA, or any of their agents, representatives, consultants, directors, officers or employees be liable to a Proposer or Major Team Member for the disclosure of all or a portion of any proposal submitted in response to this RFP. Nothing contained in this provision shall modify or amend requirements and obligations imposed on ATL or any other State entity by the Open Records Laws or other applicable law, and the provisions of the Open Records Laws or other laws shall control if there is a conflict between the procedures described above and the applicable law.

2.8 RESERVED RIGHTS

In connection with this solicitation, ATL reserves to itself all rights (which rights are exercisable by ATL in its sole discretion) available to it under its Procurement Policy and applicable law, including without limitation, with or without cause, and with or without notice, the right to:

modify the procurement process or documentation described in this RFP; develop the project in any manner that it, in its sole discretion, deems necessary or desirable, including by modifying the scope of the project; cancel this RFP, or a subsequent RFP, in whole or in part at any time prior to the execution by ATL of the Contract, without incurring any cost obligations or liabilities except as otherwise expressly

stated in this RFP or the subsequent RFP; issue a new request for proposals after cancellation of this RFP or a subsequent RFP; not issue an RFP; reject any and all submittals, responses, and proposals at any time;

reject any and all proposals or any portion of a specific proposal for any reason; modify all dates set or projected in this RFP; terminate evaluations of proposals at any time; issue amendments, supplements, and modifications to this RFP; appoint Evaluation Committees to review proposals, and seek the assistance of outside technical experts and consultants in Proposal evaluation; make independent calculations with respect to numbers and calculations submitted in a Proposal for purposes of its evaluation; revise the evaluation criteria or methodology by issuing an amendment prior to the Proposal Submission Deadline; require confirmation of information furnished by a Proposer, require additional information from a Proposer concerning its proposal and require additional evidence of qualifications or ability to perform the work described in this RFP; seek or obtain data from any source that has the potential to improve the understanding and evaluation of the responses to this RFP; add or delete Proposer responsibilities from the information contained in this RFP; negotiate with a Proposer without ATL being bound by any provision of a Proposer's proposal or subsequent Proposal; waive administrative or minor deficiencies in a Proposal, accept and review a non-conforming proposal or permit clarifications or supplements to a Proposal; disqualify any Proposer who changes its proposal without ATL approval; disqualify any Proposer from the procurement process for violating any rules or requirements of the procurement specified in this RFP, the RFP, applicable law, or any other communication from ATL; add to the shortlist of Proposers any Proposer that submitted a Proposal in order to replace a Shortlisted Proposer that withdraws or is disqualified from participation in this procurement; (as and solely to the extent applicable) adjust the terms of, or not pursue federal financing programs, or adjust the terms of, or not pursue other financing or public funding for the Project on behalf of the Proposers, or otherwise; develop some or all of the Project itself or through another state or local government entity or entities; disclose information submitted to ATL or SRTA as permitted by applicable law or this RFP; not issue a notice to proceed after execution of the Project Agreement; exercise any other right reserved or afforded to ATL or SRTA under this RFP or a subsequent RFP and applicable law; and exercise its discretion in relation to the matters that are the subject of this RFP as it considers necessary or expedient in light of all circumstances prevailing at the time that ATL considers to be relevant.

This RFP does not commit ATL to enter into the Contract or proceed with the procurement described in this RFP. ATL and the State assume no obligations, responsibilities, or liabilities, fiscal or otherwise, to reimburse all or part of the costs incurred or alleged to have been incurred by parties considering a response to or responding to this RFP, or any subsequent RFP. All such costs shall be borne solely by each Proposer. Except as provided in this RFP, in no event will ATL be bound by, or liable for, any obligations with respect to the Project until such time (if at all) as the Contract has been authorized by ATL and executed by ATL and then, only to the extent provided in the Contract. No Proposer shall have any cause of action against the ATL arising out of the methods by which proposals are evaluated.

The ATL has the sole right to select the successful proposal(s) for contract award(s); to cancel the solicitation and to advertise for new proposals; to award a contract(s) to other than the Proposer submitting the lowest cost proposal; to award multiple contracts; or not to award a contract as a result of

this RFP. The ATL reserves the right to accept any proposal deemed to be in the best interest of the ATL and to waive any irregularity or informality in any proposal that does not prejudice the ATL or other Proposers. The ATL reserves the right to negotiate with the Proposer whose proposal is considered by the ATL, and in its sole discretion, to be most advantageous to the ATL.

2.9 PROTEST PROCEDURES

The ATL's protest policy shall govern this solicitation, and it can be found at: <https://atltransit.ga.gov/procurement/>.

2.10 MINORITY BUSINESS PARTICIPATION

The requirements of 49 CFR Part 26, Regulations of the U.S. Department of Transportation, apply to this solicitation and resulting Contract. It is ATL's policy to practice nondiscrimination based on age, disability, race, gender, color, sex, religion or national origin in the award or performance of this contract. All companies qualifying under this solicitation are encouraged to submit proposals. The requirements of this solicitation apply for all Proposers, including those who qualify as a Disadvantaged Business Enterprise (DBE). ATL's overall agency goal for participation by DBEs in its federally funded contracts awarded between October 1, 2019, and September 30, 2022, is 9.62%. ATL fully expects DBE participation to meet or exceed the agency goal for this contract. Proposers with questions regarding DBE certification may contact the Issuing Officer. Additional Contract requirements related to participation by DBEs are specified in Part 3 – Contract of this RFP. As an incentive to increase utilization of minority-owned businesses as subcontractors on State purchases, the State of Georgia provides for an income tax adjustment on the state tax return of any company that subcontracts with a State certified minority-owned firm to furnish goods, property, or services to the State of Georgia. The Tax Incentive Program is codified at O.C.G.A. §48-7-38 and is managed by the Georgia Department of Revenue.

2.11 ETHICAL STANDARDS

It is a breach of ethical standards for any ATL employee to participate directly or indirectly in a procurement when the employee knows:

- The employee or any member of the employee's immediate family has a financial interest pertaining to the procurement.
- A business or organization in which the employee, or any member of the employee's immediate family, has a financial interest pertaining to the procurement.
- Any other person, business, or organization with whom the employee or any member of employee's immediate family is negotiating or has an arrangement concerning prospective employment is involved in the procurement.

ATL employees are also bound by the Georgia Governor's Executive Order, dated January 14, 2019, for "Establishing a Code of Ethics for Executive Branch Officers and Employees." The Executive Order prohibits

ATL and ATL employees, or any person acting on their behalf, from accepting, directly or indirectly, any gift from any person with whom the employee interacts on official ATL business. Therefore, it is unlawful for a potential Proposer, or its subcontractors or suppliers, to make gifts or favors to any ATL employee. It is also unlawful for any ATL employee to accept any such gift or favor. In addition, any persons acting as members of the Evaluation Committee for this procurement shall, for the purposes of this procurement, be bound by the referenced Executive Order.

Throughout the proposal evaluation and award process and subsequent contract negotiations, Proposers shall not discuss or seek specific information about this procurement, including but not limited to, the contents of submissions, the evaluation process, or the contract negotiations, with members of the Evaluation Committee, the ATL Board of Directors, or ATL employees other than the Issuing Officer.

Any prospective Proposer, anyone representing the Proposer, any subcontractor or supplier on the Prospective Proposer's team, or anyone representing a subcontractor or supplier on the Proposer's team who attempts to influence any member of the Evaluation Committee, the ATL Board of Directors, or ATL or SRTA employees in regards to this solicitation by offering or giving any advantage, gratuity, discount, bribe, or loan to any member of the Evaluation Committee, the ATL Board of Directors, or ATL or SRTA employees will have its proposal removed from consideration for Contract award.

2.12 ADA GUIDELINES

The ATL adheres to the guidelines set forth in the Americans with Disabilities Act. Proposers should contact the Issuing Officer at least one day in advance if they require special arrangements when attending any Pre-Proposal Conference (if applicable). The Georgia Relay Center at 1-800-255-0056 (TDD only) or 1-800-255-0135 (Voice) will relay messages, in strict confidence, for the speech and hearing impaired.

2.13 CONTRACTUAL RELATIONSHIPS

The ATL intends to execute a Contract, attached as Part 3 of this RFP. The selected Contractor's contractual responsibility must solely rest with one firm or legal entity, which shall not be a subsidiary or affiliate with limited resources. Proposer's Proposal Letter, included as Offer Document #2 of this RFP, must clearly indicate the firm or entity responsible for contract execution.

2.14 SMALL BUSINESS PARTICIPATION

The ATL strongly supports the participation of small business owners in its contracts. It is the policy of the ATL to ensure nondiscrimination in the award and administration of USDOT- assisted contracts. It is the intention of the ATL to create a level playing field on which Small Businesses can compete fairly for contracts and subcontracts relating to its construction, procurement, and professional services activities in compliance with the requirement of 49 C.F.R. 26.39.

2.15 PROPOSAL WITHDRAWAL AND/OR REVISION FOLLOWING SUBMISSION

A submitted proposal may be withdrawn and changes to a submitted proposal can be made prior to the Proposal Submission Deadline. In the event a Proposer notes an error or omission in its response which was overlooked prior to submitting the proposal, the Proposer may contact the Issuing Officer to request the proposal withdrawn. Once the Proposer's response is withdrawn, the ATL has no response from the Proposer. Unless and until the Proposer resubmits the received response, the ATL will have no offer from the Proposer to evaluate for possible Contract award. Any resubmission must be received by the ATL no later than the Proposal submission deadline.

2.16 PROPOSER CONFLICTS OF INTEREST

Proposer must disclose in detail, with the Proposal, anything that may create a conflict or appearance of a conflict of interest. For purposes of this RFP, "conflict of interest" means any situation or circumstance arising out of existing or past activities, business interests, familial relationships, contractual relationships, or organizational structure (i.e., parent entities, subsidiaries, affiliates, subconsultants, etc.) or litigation where: 1.) Proposer, a key team member or key personnel could or could be seen to exercise an improper influence over the objective, unbiased and impartial exercise of the ATL or SRTA's independent judgment; or 2.) could or could be seen to compromise, impair or be incompatible with the effective performance of its obligations under the resulting Contract.

Required disclosures include, but are not limited to: 1.) any current contractual relationships with the ATL, SRTA, Cobb County or any of their employees or board members; 2.) any past, present or planned contractual or employment relationships with any officer or employee of the ATL, SRTA or Cobb County; and 3.) any other circumstances that might be considered to create a financial interest in the Contract by any ATL, SRTA, Cobb County or any of their respective employees or board members if Proposer is awarded the Contract. The foregoing list is a demonstrative list and shall constitute a limitation on the Proposer's disclosure obligations.

The ATL, in its sole discretion, will make a determination relative to a real or perceived potential conflict for a Proposer and its ability to mitigate such a conflict. A Proposer found to have a Conflict of Interest that cannot be mitigated, as determined in the sole discretion of ATL, shall not have its proposal submission evaluated for Contract Award.

Failure to comply with the requirements in this Section 2.16 or to abide by the ATL's determination in this matter may result in the ATL disqualifying the Proposer from submitting a proposal, disqualifying the offending team member from participating on a Proposer's team or, following submission of a proposal, discontinuing further consideration of such Proposer and its proposal.

Conflicts of interest that arise after the Proposal submission deadline, but before the Notice of Award, must be disclosed in detail in writing to the Issuing Officer.

2.17 CONTRACTUAL PROVISIONS

The ATL shall execute the Contract, to be provided as Part 3 to this RFP, with the successful Proposer for the provision of the required services with the selected Contractor(s). The selected Contractor's contractual responsibility must solely rest with one legal entity, which shall not be a subsidiary or affiliate with limited resources. Proposer's Proposal Letter, included as Offer Document #2 of this RFP, must clearly indicate the firm or entity responsible for contract execution.

The ATL shall not be a party to agreements between the selected Contractor and/or any subcontractors it may choose to employ during fulfillment of the Contract. Additional contract requirements related to subcontractors are specified in the Contract.

2.18 REGISTERED LOBBYISTS

By submitting a response to this RFP, the Proposer hereby certifies that the Proposer and its lobbyists are in compliance with the Lobbyist Registration Requirements in accordance with the Georgia Government Transparency and Campaign Finance Commission.

2.19 RESPONSIBILITY FOR COMPLIANCE WITH LEGAL REQUIREMENTS

Proposer's products, services, and facilities shall be in full compliance with all applicable federal, state, and local laws, regulations, ordinances, and standards regardless of whether or not they are referred to in this RFP.

2.20 CONDITIONAL PROPOSALS

Terms and conditions attached to a proposal by a Proposer and made a condition of Contract execution may render the proposal non-responsive and may be rejected by the ATL.

2.21 PERIOD THAT PROPOSALS REMAIN VALID

Each Proposer agrees that proposals will remain firm for a period of one hundred and eighty (180) calendar days beginning with the date that cost proposals are opened. Following the deadline for proposal submission, no proposal may be withdrawn for a period of 180 calendar days.

Requests for withdrawal of proposals after 180 calendar days following the deadline for proposal submission must be submitted to ATL in writing (defined as being sent or received via letter or on official firm/agency letterhead or by electronic mail). Such requests for withdrawal of proposals must be submitted in writing to the attention of Issuing Officer.

2.22 ATL'S RIGHT TO REQUEST ADDITIONAL INFORMATION-CONTRACTOR RESPONSIBILITY

Prior to award, ATL must be assured that the selected Contractor has all of the resources to successfully perform under the Contract. This includes, but is not limited to, adequate number of personnel with required skills, availability of appropriate equipment in sufficient quantity to meet the on-going needs of ATL, financial resources sufficient to complete performance under the Contract, and relevant experience in similar endeavors. If such information is required, the Contractor will be so notified and will submit the information requested within the time requested by ATL.

2.23 SALES AND USE TAXES

The ATL is exempt from paying sales and use taxes. All pricing (if applicable) provided in response to this RFP shall exclude sales and use taxes.

2.24 PROPOSAL PREPARATION COSTS

Each proposal should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete proposal. All costs of proposal preparation, attendance at any pre-proposal and/or pre-award meetings, and any other pre-award costs shall be at Proposer's sole cost and expense. The ATL will not provide reimbursement for any costs associated with proposal preparation.

2.25 PLACEHOLDERS

If a Proposer does not include information or materials in its proposal that are described in the relevant submittal requirements in Section 3 because the required information or materials are not applicable to that Proposer, the Proposer must include in the relevant Section in its proposal a statement to the following effect: "Section[s] [] of the ----- do[es] not apply because [Proposer to insert brief explanation]."

3. REQUIRED PROPOSAL CONTENTS (DELIVERABLES)

All proposals must include a table of contents with page numbers and sufficient detail to facilitate easy reference to all requested information. Proposer shall not utilize a font size smaller than 10-point font or have text margins that are less than 1-inch. Graphics or images may exceed 1-inch margins.

To be eligible for evaluation by the ATL as a complete, responsive proposal in response to ATLSolicitation No. 22-013, proposals submitted to the ATL must contain all the following documents, properly signed by an authorized representative, and fully completed by the Proposer. Proposers submitting proposals for multiple Service Categories must include items 1 – 5 only one time but must submit items 6 - 7 for each Service Category applied for. Proposers shall arrange documents in the following order:

3.1 Complete Proposal Checklist

This document serves as a checklist for Proposers to ensure that their proposal is complete and ready for submission to the ATL. The document is used by the ATL during the evaluation of responsiveness of proposals. This document must be fully completed, signed by an authorized representative, and submitted with the proposal. Blank checklist form is provided as **Offer Document #1** of this RFP.

3.2 Proposal Letter

This document summarizes the acknowledgements and representations made by agreed to by the Proposer regarding its proposal. This document must be fully completed, signed by an authorized representative, and submitted with the proposal. Blank form is provided as **Offer Document #2** of this RFP.

3.3 Acknowledgement of Addenda to RFP

This document is required by Part X, Section X.X of this RFP. This document must be fully completed, signed by an authorized representative, and submitted with the proposal. If no addenda to the RFP were issued by the ATL, Proposer must still complete the form and include it in its proposal. Blank form is provided as **Offer Document #3** of this RFP.

3.4 Proposer Information Form

This document summarizes key information about the Proposer for the ATL's assistance and reference during evaluation of the proposals including:

- Contact Information for Proposer
- Corporate information
- Brief description of the Proposer (brief history, number of employees, lines of business, areas of specialization, office locations, organization, gross revenue, net income and loss for the current and prior year, parent company (if applicable), recent litigations and outcomes, litigation currently underway, etc.)
- List of references for whom Proposer has performed similar services in the past five years

The ATL may contact the references listed on this document as part of its evaluation of proposals. References provided should have the proposed services currently deployed or have deployed the services within the past five years.

If Proposer is a certified DBE, proof of DBE certification must accompany this document. This document must be fully completed, signed, and submitted with the proposal. Blank form is provided as **Offer Document #4** of this RFP.

3.5 Proposer Certifications

This document must be fully completed, signed, and submitted with the proposal. Blank form is provided as **Offer Document #5** of this RFP.

3.6 Project Team Structure, Experience, and Service Category Approach

This document shall be provided by the Proposer for each Service Category proposed and shall be a narrative description of the Proposer's qualifications and experience relative to

the Service Category. This narrative description shall include the appropriate use of headings and subheadings, below, that address, at minimum, the following elements:

- 3.6.1 Proposed Individual Service Category Proposed (Submit deliverables required this section #3.6 for each Service Category proposed)
- 3.6.2 Brief description of team and organizational chart for this Service Category with name of lead firm and any proposed sub-consultants
- 3.6.3 Listing of key project personnel and their qualifications in order of proposed relevance to the scope(s) of the Service Category
- 3.6.4 Identify the adequacy of the firm's resources, including personnel, labor, equipment, and supplies, and the ability to gather resources in the Service Category
- 3.6.5 Description of the firm's demonstrated relevant experience and technical expertise started and/or completed within the last five years in performing work of a similar nature to that solicited in the Service Category description, specifically the provision and implementation for an FTA- funded transit agency, state DOT, or other transportation entity, and the participation in such work by the key personnel proposed for assignment to this project.
- 3.6.6 Proposed approach in response to Service Category description, demonstrating understanding of the ATL's needs, the region's needs, and ability to offer innovative solutions
- 3.6.7 Any special or unique benefits that the proposed team and/or its approach brings to the Service Category
- 3.6.8 Any portions of the Service Category that the Proposer believes cannot be performed; Proposer shall identify such areas with specificity and provide the rationale regarding Proposer's inability to perform such services
- 3.6.9 Geographic location of the Consultant's office performing the work. Include any intent/prospective plans for adding location to perform scope for the Service Category. The maximum pages allowed for each Section 3.6 response submitted for each Service Category is 10 pages. The format of the document(s) shall follow the headings and sub-headings nomenclature for 3.6 but shall otherwise be at the discretion of Proposer; however, font size no smaller than 10 pt. with margins no less than 1 inch and printed/printable on 8.5 x 11 size paper. ***Proposer shall label this document as Offer Document #6 in its proposal and identify which Service Category it addresses.***

3.7 Past Performance

- 3.7.1 Provide at least three (3) references from relevant previous clients for performance of similar and relevant scopes to those described herein, including references regarding one or more of the following scope categories:

- Funding, Finance, and Administration
- General Planning and Conceptual Design
- Operations and Innovation
- Research and Policy

3.7.2 Provide references which indicate level of adherence to service budgets/rate schedules and project schedules (intended vs. final) and/or information on performance review or variance evaluation.

3.7.3 Where applicable, provide general ranges of rates utilized in past performances of similar, relevant scopes. Such rate information will not be presumed to be costs for ATL's prospective contract(s) but will be reviewed for reasonableness in evaluating Proposers. If a Notice of Intent to Award is issued to a successful Proposer, the successful Proposers' prevailing or proposed Billing Rate Schedules for the following positions will be evaluated for reasonableness by performing a cost analysis to ascertain if a fair and reasonable price exists. Reasonableness will also be evaluated by assessing the acceptability of the offeror's methodology used in developing their Billing Rate Schedule:

- Principal In Charge
- Project Manager
- Deputy Project Manager
- Senior Technical Lead/Senior Planner
- Analyst/Planner
- Administrative Lead

The maximum pages allowed for Section 3.7 is **6 pages**. The format of the document(s) shall follow the headings and sub-headings nomenclature for 3.7 but shall otherwise be at the discretion of Proposer; however, font size no smaller than 10 pt. with margins no less than 1 inch and printed/printable on 8.5 x 11 size paper. ***Proposer shall label this document as Offer Document #7 in its proposal.***

3.8 (RESERVED)

3.9 Contract Affidavit under O.C.G.A § 13-10-91(b)(1)

This document must be fully completed, signed by an authorized representative, notarized, and submitted with the proposal. Blank form is attached as ***Offer Document #9*** of this RFP.

3.10 Subcontractor Affidavit under O.C.G.A. § 13-10-91(b)(3)

This document must be fully completed, signed by an authorized representative, and submitted with the proposal. If any identified subcontractor is a certified DBE, proof of DBE certification must accompany this document. Blank form is attached as ***Offer Document #10*** of this RFP.

3.11 Subcontractors and DBEs

This document must be fully completed, signed by an authorized representative, and submitted with the proposal.

If any identified subcontractor is a certified DBE, proof of DBE certification must accompany this document. Blank form is provided as ***Offer Document #11*** of this RFP.

3.12 Certification Regarding Suspension and Debarment

This document must be fully completed, signed by an authorized representative, and submitted with the proposal. Blank form is provided as ***Offer Document #12*** of this RFP.

3.13 Certification Regarding Lobbying

This document must be fully completed, signed by an authorized representative, and submitted with the proposal. Blank form is provided as ***Offer Document #13*** of this RFP.

3.14 Non-Collusion Affidavit

This document must be fully completed, signed by an authorized representative, and submitted with the proposal. Blank form is provided as ***Offer Document #14*** of this RFP.

3.15 Anti-Boycott, Divestment and Sanctions against Israel Certification

This document must be fully completed, signed by an authorized representative, and submitted with the proposal. Blank form is provided as ***Offer Document #15*** of this RFP.

3.16 Statement of Responsibility

This document must be fully completed, signed by an authorized representative, and submitted with the proposal. Blank form is provided as ***Offer Document #16*** of this RFP.

3.17 Sales and Use Tax Compliance Form

This document must be fully completed, signed by an authorized representative, and submitted with the proposal. Blank form is attached as ***Offer Document #17*** of this RFP.

4. PROPOSAL EVALUATION AND CONTRACT AWARD

4.1 EVALUATION COMMITTEE

This Committee shall be composed of qualified persons approved by the ATL to review and evaluate respondent firms' submittals, and potentially interview qualified finalist firms. The ATL intends to appoint up to six (6) persons to the Committee comprised of qualified representatives or stakeholders of the ATL and/or the Service Category(s). The Committee shall, through the procedures defined herein, perform the following: a) Scoring/Ranking of all submitting firms for determination of interviewees/finalists; b) Interview finalist firms; and c) Ranking of finalist firms for determination of potential awardees, using criteria herein.

4.2 EVALUATION AND AWARD PROCESS

All proposals shall be evaluated by the Evaluation Committee. Proposals and evaluations will be kept confidential throughout the evaluation and award process. Only the members of the Evaluation Committee and other ATL staff having a legitimate work-related interest will be provided access to the proposals and evaluation results during the evaluation and award process. Proposals will be evaluated, and contracts may be awarded in accordance with the following process:

4.2.1 Evaluation of Proposals by the Issuing Officer

- Proposals will first be evaluated by the Issuing Officer for responsiveness in accordance with the standard set forth in Part X, Section X.X above. Only those proposals that are determined to be responsive shall be evaluated for Proposer responsibility.

4.2.2 Evaluation of Proposals by the Evaluation Committee

- Proposers who submitted responsive proposals will be evaluated by the Evaluation Committee for responsibility in accordance with the standard set forth in Part X, Section X.X above.
- A responsible Proposer is one that the ATL believes to be responsible based on the responses provided on the Proposer's Offer Documents and/or based on Contractor's responses to the requirements of the RFP. The ATL reserves the right to conduct additional due diligence into any Proposer's responsibility status. Such due diligence may include investigations into any of the items set forth in the submitted offer documents.

4.2.3 Scoring of Proposals by the Evaluation Committee

- Proposals that are determined to be responsive and submitted by responsible Proposers shall be further evaluated by the Evaluation Committee to determine the Proposal(s) that is/are most advantageous to the ATL. The Evaluation Committee will review each proposal to determine its compliance with the RFP technical requirements. All proposals which are considered responsive proposals will be scored in accordance with the scoring criteria detailed below:

Phase 1 – Technical Evaluation Criteria (100 point maximum)

- Service Category Suitability – Effective and substantive experience of the firm in the provision of similar services within the categories under consideration, with emphasis on the ability to gather and provide resources and experienced personnel as appropriate for the Service Category [20 point maximum]
- Qualifications of Key Personnel – Qualifications, relevant experience, and availability of proposed key personnel. Proposers must present sufficient and competent staff, the capacity to complete the work in a timely manner and appropriate personnel assignments to administer projects. [25 point maximum]
- Project Understanding and Unique Concepts or Innovative Ideas
– Understanding of the ATL work program as adopted by the ATL Board, demonstration of unique concepts or innovative ideas to further transit accessibility and the customer experience in the ATL region, demonstration of understanding the regional transit landscape and the statutory requirements of the ATL. [30 point maximum]
- Project Management Experience – Firm's and personnel's experience in providing project management services similar to those described in this RFP. Proven ability of the proposed staffing team to effectively manage multi-faceted and complex projects or studies, and a variety of sub-consultants. [15 point maximum]
- Disadvantaged Business Enterprise (DBE) Participation – Proposer demonstration of DBE participation equal to or greater than the Authority's established overall annual goal of 9.62%. [10 point maximum]

Phase 2 – Oral Presentations (30 point maximum)

The ATL may elect to invite multiple firms per Service Category for oral presentations. Should the ATL elect to conduct oral presentations, the basis for selecting Proposers to be invited for oral presentations will be the Phase 1 scores assigned to each invited Proposer. Proposers that are invited for interviews may earn up to 30 points based on the quality of the oral presentation. Detailed Criteria for Interviews may be issued to all invitees with prior official notice. Should the ATL elect not to conduct oral presentations, the evaluation process shall conclude after Phase 1, with no points being awarded to any Proposer for Phase 2.

4.2.4 Total Combined Score

Upon completion of the scoring by the Evaluation Committee, each Proposer will be assigned a Total Combined Score, consisting of the Proposer's scores from Phase 1 and Phase 2 (if applicable). Apparent Awardee(s) will be determined from this exercise and Notice(s) of Intent to Award may be issued. A Request for Pricing/Rates may be issued to Apparent Awardee(s) and subsequent negotiations may be in order.

4.2.1 Best and Final Offer (If applicable)

The ATL reserves the right, but is not required, to request a Best and Final Offer from the Proposer(s) after the Evaluation Committee has completed scoring and potential subsequent price/rate proposal evaluation. BAFOs may be requested from one or more Proposers. If a Best and Final Offer is requested, the request will indicate: 1.) the elements of the proposal for which revisions are requested; 2.) the criteria by which the revised proposals will be evaluated; 3.) any additional questions that the Proposer must respond to; and 4.) the method of submission and the deadline for submission of revised proposals and pricing (if applicable). Additional discussions between the ATL and the Proposers may not take place during the BAFO period.

If a BAFO is requested, the final Contract award will be based on the highest point total using the following formula:

$$(\text{Original Technical Score}) + (\text{Oral Presentation Score, if applicable}) + (\text{Best and Final Offer Cost Score}) = \text{Final Total Score}$$

If a BAFO is not requested, the final Contract award will be based on the highest point total using the following formula:

$$(\text{Original Technical Score}) + (\text{Oral Presentation Score, if applicable}) + (\text{Price Proposal Score, if applicable}) = \text{Total Combined Score}$$

4.2.2 Notice of Intent to Award and Notice of Award

The preliminary results of the evaluation may be announced through the public posting of a Notice of Intent to Award to the ATL website. The Notice of Intent to Award ("NOIA") is not notice of an actual contract award; instead, the NOIA is notice of the ATL's expected contract award(s) to be pursued. The NOIA (if any) will identify the apparent successful Proposer(s).

At the end of the evaluation process, the ATL shall contact the apparent successful Proposer(s). The apparent successful Proposer(s) must return two signed copies of the Contract to the Issuing Officer within one (1) week of notification. Failure to do so may lead to rejection of the Proposer. The ATL reserves the right to proceed to discussions with the next highest ranked Proposer. The ATL reserves the right to modify the Contract to be consistent with the successful offer.

The Notice of Award is ATL's public notice of actual Contract award and will be publicly posted to the ATL website.

5. SCOPE OF SERVICES

The Scope of Services described herein is a general guide, illustrating how each Service Category supports the ATL's work program and potential tasks associated with each Service Category Consultant may expect. The Scope of Services is not intended to be a complete list of all work and materials necessary to complete the assigned tasks. Consultant will execute a range of tasks over the term of this contract, which may include any or all of the following:

SERVICE CATEGORY A: GENERAL PLANNING AND CONCEPTUAL DESIGN

Transit planning is at the core of the ATL's responsibilities. In particular, the ATL Regional Transit Plan (ARTP) will identify a series of project, policy, and program recommendations. The ATL may require support in further studying, designing, and implementing those recommendations as well as other regional work activities. The ATL may also require support planning for the future of Xpress, continuing to strengthen our role not only as a planning authority but also as a regional service provider.

Lastly, an informative, engaging, robust, and strategic communications practice is essential to the ATL's ability to better serve current customers, attract new customers, build awareness of our services, and build trust in our stakeholders resulting in increased community and financial support. The ATL may require consultant support to effectively convey these work efforts and celebrate our successes in creating a more seamless transit network for the region.

General Planning and Conceptual Design services may include the following:

- ATL Regional Transit Plan
 - Update the existing plan, including refining project prioritization methods for the Priority Investment List, discretionary funding opportunities, and other purposes
 - Develop an administrative modification and amendment process for Plan revisions during off-cycle years
 - Collect data and report on the Performance Monitoring Program
- Annual Report and Audit
 - Collect system performance data, financial data, planning information, and general service information from multiple transit operators within a region
 - Translate data analyses and trends into compelling narratives, connect findings to the ATL's work program and the region's needs, and create a graphically rich final document
- Support the ATL's Local Transit Planning and Technical Assistance Program
 - Corridor or small area studies, including station area planning
 - City or county transit master plans
 - Alternatives analysis (AA) and draft environmental impact statement (DEIS)
- Communicate ATL's Planning Program across various platforms and methods, and to a variety of stakeholders, including local, state, and federal elected officials, transit operators, and the public
- Support short and long-range Xpress transit service planning
- Create Regional Mode Standards
- Develop and update Group Transit Asset Management Plan

- Conduct technical analysis such as socioeconomic analyses, access and affordability analyses, cost-benefit analyses, and ridership modeling
- General data development and maintenance; develop dashboards

SERVICE CATEGORY B: FUNDING, FINANCING, AND ADMINISTRATIVE SERVICES

One of the ATL's chief responsibilities is to manage and provide a strategy for how to allocate the region's limited resources. In particular, the ARTP (2022) will outline a regional funding strategy for several major capital projects and a series of programs that could range from state of good repair to passenger amenities to operational needs. The ATL may require support in closing fundings gaps to advance those priority projects and programs, ensuring they are completed in a timely fashion and within budget. Consultant project managers will be responsible for the overall direction, coordination, implementation, execution, and completion of specific tasks or projects; and have experience managing transportation and/or other technology related projects. Additionally, the ATL may require support with compliance programs and other administrative needs.

Funding, Financing, and Administrative services may include the following:

- Develop and support regional strategy for discretionary grant opportunities, including
 - Identify projects for programs such as CIG and RAISE
 - Write grant application
- Support with FTA grants administration
- Support across ATL program areas, including
 - DBE
 - Subrecipient monitoring
 - Title VI
 - Project development and project management
- Financial modeling
- Support with loan programs, including TIFIA and RRIFF programs
- Develop and review service costs and infrastructure project costs
- Develop suballocation policy

SERVICE CATEGORY C: RESEARCH AND POLICY SERVICES

The ATL's value add to the region relies on its knowledge of the local, regional, state, and federal transit and transportation landscape, as well as its ability to promote transit-supportive initiatives within these environments. The ATL may require support understanding transit trends and benefits, as well as advancing transit-friendly policies.

Research and Policy services may include:

- Create and support regional strategy for transit-specific and transit-supportive policies
- Assistance aligning local rules and regulations to promote transit use
- General policy research and analysis
- Monitoring local, regional, state, and national policy trends

SERVICE CATEGORY D: OPERATIONS AND INNOVATIONS SERVICES

The ATL and our operator partners strive to provide cost-efficient, convenient, and safe service, making transit the most attractive mobility option. To that end, the ATL and our partners may require support with scheduling and service planning, optimizing performance, analyzing transfer center/mobility hub capacity, and facility planning. The ATL may also require support to explore applications of cutting-edge and proven technologies and other innovations that can improve the system impact on the environment, reduce time in traffic, and improve the transit experience for both Xpress service and operator partner service. These drivers and disrupters of traditional transit service may relate to but are not limited to fare payment, trip planning and making, and vehicle propulsion systems.

Operations and Innovations services may include the following:

- Update Xpress Comprehensive Operational Analysis (COA, 2016) and conduct COA for operator partners
- Develop and support maintenance programs to extend life of vehicles and facilities
- Support with O&M facility planning
- Support Xpress and operator partners in Park and Ride site analysis and selection
- General data collection and analysis to inform decision-making
- Develop Public Transportation Agency Safety Plan (PTASP) and other supportive safety efforts
- Develop service design standards for Xpress and operator partners
- Support bus operations, including developing service design standards, making and implementing service optimizations, supporting scheduling, monitoring performance, and managing maintenance for Xpress and other operator partners
- Conduct Title VI evaluations for proposed service adjustments
- Develop a multiyear Innovation & Technology Strategic Plan that can be used as a road map for prioritizing and making decisions, driving technology initiatives and investments, and managing organizational capabilities to realize ATL's vision and strategic goals
- Develop, monitor, and quality control regional GTFS feeds
- Support Regional Zero-Emission Fleet Transition Plan
- Support procurement and/or design, implementation, and support of regional fare collection and payment technology, ensuring integration with existing systems (fareboxes, mobile ticketing platforms, CAD/AVL, CCTV, radios, etc.) and coordination with partner transit providers
- Support procurement and implementation of a refresh of the systems and technologies currently deployed to Park & Ride lots
- Support open trip planning platform and ongoing hosting services
- Support for innovative and advanced transit vehicle technologies
- Develop and support regional transit signal priority on priority corridors